

ISSN 2320-4168



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INTERNATIONAL CENTRE

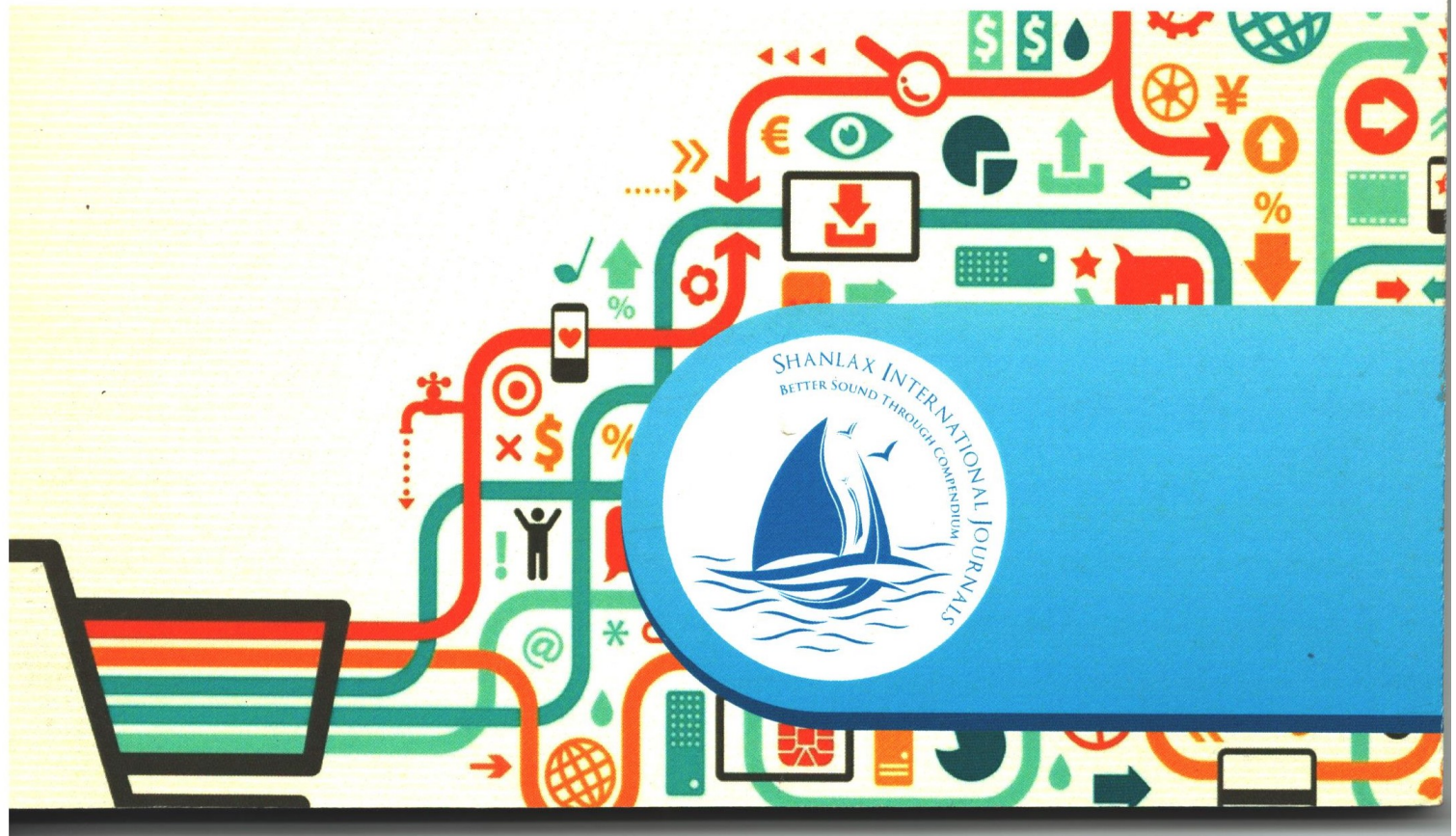
Shanlax International Journal of Commerce

A Peer-reviewed- Refereed

Scholarly Quarterly Journal with Impact Factor

VOLUME 5 | ISSUE 3 | **JULY 2017**

UGC Approved Journal Number: 44120



EVOLUTION OF FLORAL INDUSTRIES ACROSS THE INTERNATIONAL BORDERS

Article Particulars

Received: 5.7.2017

Accepted: 10.7.2017

Published: 28.7.2017



Dr. R. RADHIKA DEVI, M.B.A., M.Com., M.Sc.(Psy), M.Phil., Ph.D.,
Assistant Professor,
Women's Studies Centre,
Madurai Kamaraj University,
Madurai, TamilNadu, India

N. JEGATHEESAN, M.Com, B.L.,
Research Scholar,
Department of Commerce,
Madurai Kamaraj University,
Madurai, TamilNadu, India



Abstract

Floriculture is emerging as an important commercial crop. A lot of importance has been given to this sector due to its multiple uses, satisfying the aesthetic needs of the people, creating more employment, ensuring higher rate of returns to rural people and facilitating earning more foreign exchange. The authors have tried to elucidate the contemporary changes in the floriculture sector after globalization. The production of flowers is an age-old occupation. Till the last decade, the growing and selling of flowers was family business, they grew a variety of flowers on their land which was sold to the neighbour house. This was mostly carried out in small scale and it is unorganized in nature and moreover Small and medium farmers who cultivate flowers are unaware and have very less technical knowledge about effective ways of that lead to the production of quality products. Now a days private players have started showing interest in the production and export of flowers in large scale and in a systematized way. Therefore, flowers which were, confined to domestic markets are now move to long distances through airfreight with hi-tech cooling systems. Hence, flowers are in demand all year round both in domestic and foreign markets.

Introduction

Floriculture is fast emerging as an industry with high potential for the domestic as well as export market. The industry involves the cultivation and distribution of buds, cut flowers, foliage and plants in greenhouses or fields and distributing it to both local and international markets.

We all know flowers play an essential role in people's celebrations and everyday lives. Roses, chrysanthemums, carnations, marigold, jasmine, gerberas and the like